



Foreign Agricultural Service

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## **Indonesia**

### **Promotion Opportunities**

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#### **Report Highlights:**

**FAS/W Endorsed Trade Show is Food and Hotel Indonesia which will be held on April 2-5, 2003 and April 6-9, 2005**

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Includes PSD changes: No  
Includes Trade Matrix: No  
Unscheduled Report  
Jakarta ATO [ID2], ID

## Upcoming Promotional Events/Events

*" The promotional activities listed are provided for informational purpose only"  
"No endorsement should be implied unless specifically stated. Terms and conditions of participation are the responsibility of the activity organizer"*

### I. FAS/W ENDORSED TRADE SHOWS

#### **Food & Hotel Indonesia 2003**

The 7<sup>th</sup> International Hotel, Catering Equipment, Food and Drink Exhibition (which be held with Food, Hotel & Tourism Bali in alternate years)

**Date:** April 2-5, 2003

**Venue:** Jakarta International Exhibition Center, Kemayoran, Indonesia

**Contact/Organizer:** **Jakarta:** Ms. Wiwiek Roberto, PT Pamerindo Buana Abadi, Jakarta, Indonesia, Tel: 62-21-316-2001, Fax; 62-21-316-1983/4, E-mail: [pamindo@rad.net.id](mailto:pamindo@rad.net.id), homepage: [www.pamerindo.com](http://www.pamerindo.com)

**U.S.:**Ms. Khaliaka Meardry, USDA Trade Show Office, Mail stop 1052 Room 4646, 1400 Independence Ave., S.W., Washington, DC 20250-1025, Tel: 202-720-3065, Fax: 202-690-4374, E-mail: [Khaliaka.Meardry@fas.usda.gov](mailto:Khaliaka.Meardry@fas.usda.gov), Web: [www.fas.usda.gov](http://www.fas.usda.gov)

Indonesia is an archipelago of around 210 million people, making it the world's fourth most populous nation. Indonesia is also the largest market in the Association of Southeast Asian Nations' (ASEAN) four U.S. food products. This makes it the most important market for supplier targetting for the retail, hotel & restaurant, and the food processing sectors. U.S. suppliers who would like to make personal contact with local buyers to create trading relationships should join this event at the U.S. Pavilion. The products most likely to succeed are: frozen offal/meat, fresh fruit, frozen french fries, canned goods, processed potato products, sauces & seasoning, fruit concentrate, snacks, breakfast cereals, bakery ingredients, and pet food. ATO Jakarta will attend this show with a US information booth.

#### **Food & Hotel Indonesia 2005**

The 8<sup>th</sup> International Hotel, Catering Equipment, Food and Drink Exhibition (which be held with Food, Hotel & Tourism Bali in alternate years)

**Date:** April 6-9, 2005

**Venue:** Jakarta International Exhibition Center, Kemayoran, Indonesia

**Contact/Organizer:** **Jakarta:** Ms. Wiwiek Roberto, PT Pamerindo Buana Abadi, Jakarta, Indonesia, Tel: 62-21-316-2001, Fax; 62-21-316-1983/4, E-mail: [pamindo@rad.net.id](mailto:pamindo@rad.net.id), homepage: [www.pamerindo.com](http://www.pamerindo.com)

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## II. OTHER TRADE SHOWS

### 1. U.S. Food Product Agent Show

This will be the first U.S. Food Product Agent Show in Makassar-South Sulawesi and Manado-North Sulawesi

**Date:** March 8, 2003 in Makassar; March 11, 2003 in Manado  
**Venue:** Sedona Hotel in Makassar and Grand Puri Hotel in Manado  
**Contact:** Fahwani Y.R., U.S. Agricultural Trade Office, Jakarta, Indonesia, Wisma Metropolitan II, 3<sup>rd</sup> Floor, Jl. Jend. Sudirman Kav 29-31, Jakarta 12920, Indonesia, Tel: 62-21-5262850, Fax: 62-21-571-1251, E-mail: [atojkt@cbn.net.id](mailto:atojkt@cbn.net.id)  
homepage: [www.usembassyjakarta.org/fas](http://www.usembassyjakarta.org/fas)

This show will be organized by ATO Jakarta to introduce Importers of US food products based in Jakarta to local agents, retailers, bakeries, HRI industries, caterings, and end users in those cities and surroundings areas. This opportunity will create new trade relation to increase the availability of U.S. food products to East part of Indonesia.

### 2. Agro & Food Expo 2003

The third Indonesian International Exhibition and Conference on Agro and Food Technologies & products.

**Date:** May 1-4, 2003  
**Venue:** Jakarta Convention Center, Indonesia  
**Contact:** Harlan, PT Wahyu Promocitra, Rawabambu I, Jl.No 1 Pasar Minggu, Jakarta 12520, Indonesia, Tel: 62-21-789-2938, Fax: 62-21-789-0647/781-2164, E-mail: [wpcitra@dnet.net.id](mailto:wpcitra@dnet.net.id). Website: [www.wpcitra.com](http://www.wpcitra.com)

Agro & Food Expo 2003 is the International integrated Agro & Food Expo in Indonesia incooperating with Agritech, Biotech, Livestock & Poultry, Food & Beverage, Horticulture & Aquaculture. This is the important and effective communication forum to forge business alliances and create new trade and investment opportunity in this huge market which is held in cooperation between the Ministry of Agriculture and PT Wahyu Promocitra. Best prospect are for Poultry & Livestock breeding (grand parent hatch egg, semen) and Compounded feeds & ingredients suppliers, Livestock and Livestock genetics, Food & Beverage product suppliers, Horticulture and Aquaculture feed & product suppliers.

### 3. Java Food Expo 2003

The first International Exhibition of Food, Beverages and Hospitality Equipment for Java.

**Date:** September 10-13, 2003  
**Venue:** Sasana Budaya Ganesa Exhibiting Center, Bandung, Indonesia  
**Contact:** Linda, PT Sinar Expo Prima, Tel: 62-21-314-1970, Fax: 62-21-314-6048, E-mail: [sinarexpo@cbn.net.id](mailto:sinarexpo@cbn.net.id)

The Bandung area itself (including the neighboring towns) has a huge population of over 12.5 million and it also has the advantage of being close to the Indonesian capital city of Jakarta and other major cities. Recent visitors to Bandung have expressed their surprised at the fact that "

Bandung is full of top-class hotels, restaurants, bars, cafes, and bakeries with new outlets constantly opening". This advantage will ensure a top-class audience of trade buyers will visit this event. Java Food Expo will be extensively promoted to HRI institution, caterers, and leisure operators etc. ATO Jakarta will participate in this exhibition at U.S. Pavilion. Best prospects are for Food & Beverage suppliers.

#### **4. Food, Hotel & Tourism Bali 2004:**

The 4<sup>th</sup> International Exhibition for Equipment, Food, beverages and Services to Support Indonesia's Tourism and Hospitality Industries

**Date:** February 5-7, 2004

**Venue:** Bali International Convention Center, Nusa Dua - Bali, Indonesia

**Contact/Organizer:** *Jakarta:* Ms. Wiwiek Roberto, PT Pamerindo Buana Abadi, Jakarta, Indonesia, Tel: 62-21-316-2001, Fax; 62-21-316-1983/4, E-mail: [pamindo@rad.net.id](mailto:pamindo@rad.net.id), homepage: [www.pamerindo.com](http://www.pamerindo.com)

### **III. OTHER PROMOTIONAL ACTIVITIES**

#### **1. In-Store Promotions**

On June 23-July 6, 2003, The Club Store supermarket in Jakarta will hold an In-Store Promotion featuring U.S. Food Products including new to market food products.

**Contact:** Tenrisana Wardhani-Marketing Manager, The Club Store Supermarket (PT Mutiara Ritelinti Wira), Gedung Artha Graha, 29<sup>th</sup> Floor, Jl. Jend. Sudirman, Kav 52-53, Jakarta 12190, Indonesia, Tel: 62-21-515-3553, Fax: 62-21-515-3551/2, [E-mail:tenri@theclubstore.co.id](mailto:tenri@theclubstore.co.id), homepage: [www.theclubstore.co.id](http://www.theclubstore.co.id)

In August 2003, D'Best Supermarket in Jakarta plans to conduct an In-Store Promotion. U.S. ATO Jakarta will support this promotion.

**Contact:** Asteria Inten-Marketing & Promotion Dept, Mal D'best 4<sup>th</sup> Floor, Mahkota Mas, Jl. M.H. Thamrin, Cikokol, Tangerang 15117, Indonesia, Tel: 62-21-554-3305/554-3335 ext 401, Fax; 62-21-554-3318/554-3353, E-mail; [dmjkt@centrin.net.id](mailto:dmjkt@centrin.net.id)

#### **2. Seminars**

In conjunction with the U.S. Food Product Agent Show on March 8 and 11, 2003 in Makassar-South Sulawesi and Manado-North Sulawesi, USMEF-Singapore will conduct a Seminar to introduce U.S. Meat to HRI and Retailers in both cities. WUSATA and it's partner PT Prambanan Kencana will also present " Encounter the creation of U.S. Dried Fruits & Nuts in 2003" seminar and Baking Demo. Washington Apple Commission representatives will present "The Path of Inovation" seminar.

**Contact:** Fahwani Y.R., U.S. Agricultural Trade Office, Jakarta, Indonesia, Wisma Metropolitan II, 3<sup>rd</sup> Floor, Jl. Jend. Sudirman Kav 29-31, Jakarta 12920, Indonesia, Tel: 62-21-5262850, Fax: 62-21-571-1251, E-mail: [atojkt@cbn.net.id](mailto:atojkt@cbn.net.id) homepage: [www.usembassyjakarta.org/fas](http://www.usembassyjakarta.org/fas)

### **3. U.S. Wheat Derived High Protein Flour Seminar, In-house Training & In-Store Bakery Training**

#### ***Joint program with PT Sriboga Raturaya Flour Mill- Semarang***

In-house training for high protein wheat flour usage will be conducted from October 2, 2002 to March 2003. This activity is a joint program of ATO Jakarta with PT Sriboga Raturaya Flour Mill in Semarang. At least fifteen bakeries in Bandung-West Java, Semarang-Central Java and Surabaya-East Java will join this activity. The In-store bakery promotion will also promote other U.S. bakery ingredients.

**Contact:** Paulina Gandakusuma, U.S. Agricultural Trade Office, Jakarta, Indonesia, Wisma Metropolitan II, 3<sup>rd</sup> Floor, Jl. Jend. Sudirman Kav 29-31, Jakarta 12920, Indonesia, Tel: 62-21-5262850, Fax: 62-21-571-1251, E-mail: atojkt@cbn.net.id

#### ***Joint program with PT Berdikari Sari Utama Flour Mill- Makassar.***

High Protein Wheat Flour Baking Seminar featuring U.S. Wheat drive " Gunung and Kompas Flour" will be conducted from March, 2003 to September 2003. This activity is a joint program of ATO Jakarta with PT Berdikari Sari Utama Flour Mill- Makassar. At least ten bakeries in Makassar-Sulawesi Selatan, Manado-Sulawesi Utara, Samarinda-East Kalimantan, and Malang-East Java will join this activity. The In-store bakery promotion will also promote other U.S. bakery ingredients.

**Contact:** Paulina Gandakusuma, U.S. Agricultural Trade Office, Jakarta, Indonesia, Wisma Metropolitan II, 3<sup>rd</sup> Floor, Jl. Jend. Sudirman Kav 29-31, Jakarta 12920, Indonesia, Tel: 62-21-5262850, Fax: 62-21-571-1251, E-mail: atojkt@cbn.net.id

### **4. U.S. Baking Ingredients curriculum**

Introduction to U.S. Baking Ingredients in Tourism School curriculum will be started in 2003 in STP (Bandung Tourism School) Bandung.

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### **5. Retail Study Tour**

Retail Study Tour III - EMO project under ATO Philippine program- will be conducted from May 3 to May 18, 2003. The Indonesian, Malaysia, Philippine, and Thailand retailers will participate in this program. The two week program includes visits to selected retail stores/warehouses/distribution centers; observe and consider new trends that are developing in the U.S. supermarket industry; review sophisticated marketing practices; understanding of the distribution and logistic systems that are required to efficiently serve supermarkets; knowledge of various retail formats, concept, and strategies; observance of successful retail food operations; and special presentation on store lay out, design, and decor. Sites to be visited include Philadelphia, Pennsylvania; New York City, New York; Seattle, Washington; Las Vegas, Nevada; and several cities in California. Four days are set in Chicago at the FMI Supermarket Industry Convention & Educational Show

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Indonesia, Tel: 62-21-5262850, Fax: 62-21-571-1251, E-mail:atojkt@cbn.net.id

## **6. Buying Mission**

A Buying Mission organized by US ATO Jakarta will be conducted in April 30- May 9, 2003. The purpose is to introduce the group to new and exciting food products from the US; to assist mission participants (retailers and importers) to establish a buying network through which they can purchase US food items. The trip will encompass stops in Chicago as well as attending the FMI and Fancy Food Show, San Francisco, and Seattle. Participants will include retailers and importers who have little exposure to US food products and would like to meet with US food suppliers of certain products that they look for. In organizing this trip, US ATO Jakarta will work closely with Lieu Marketing Assoc. in Singapore as a representative of SRTG in ASEAN.

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